

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of: Confirmation No.: 6800  
Sheldon H. Foss Jr. Group Art Unit: 3691  
Serial No.: 10/829,056 Examiner: Kazimi, Hani M.  
Filed: April 21, 2004 Docket No. 03001.1070  
For: **POINT-OF-SALE CUSTOMER IDENTIFICATION SYSTEM**

**AMENDMENT AND FIRST RESPONSE**

Mail Stop: Amendment Smith Frohwein Tempel  
Commissioner for Patents Greenlee Blaha LLC  
P.O. Box 1450 Customer No.: 35856  
Alexandria, VA 22313-1450

Sir:

The non-final Office Action, mailed January 10, 2007, and the Notice of Non-Compliant Amendment, mailed July 9, 2007, have been carefully considered. In response, please enter the following amendments and consider the following remarks.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.

**AUTHORIZATION TO DEBIT DEPOSIT ACCOUNT**

It is not believed that extensions of time or fees for net addition of claims are required, beyond those, which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. §1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to Deposit Account No. 50-3479.